

New Growth Opportunities in Agriculture for North Carolina
Agriculture & Forestry Legislative Commission

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College of Agriculture and Life Sciences
“OUR ENVISIONED FUTURE”

Today's Focus

- **The Future Growth Opportunities for Agriculture in the State of North Carolina.**
- **The Challenges “We” Face in Accelerating the Opportunities “We” have to Achieve Success for Agriculture in the State of North Carolina.**



A vertical traffic light with three green lenses is positioned on the left side of the image. The background is a clear blue sky with scattered white clouds. The text is overlaid on the right side of the image.

Now is OUR Time....

***The Opportunities
are Great for North Carolina
in Agriculture
and Life Sciences!***

WHY NC?

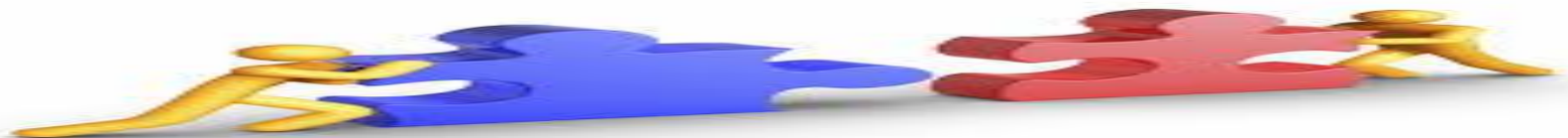
1. GREAT AGRICULTURAL INDUSTRY
 - Beginning on the Farm
2. GREAT COMMODITY ORGANIZATIONS
 - Over 90 Commodity Organizations in the State
3. GREAT DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES
 - Excellence in Leadership and Partnership
4. GREAT PRIVATE SECTOR
 - RTP, Swine, Poultry, Tobacco, Sweet Potatoes, etc.
5. GREAT LAND-GRANT UNIVERSITIES
 - NC State University and NC A&T State University



CALS IS STRATEGIC!

CALS **FIVE** CORE STRATEGIC THEMES

1. Enhancing the production, quality, accessibility and profitability of food, plant, animal and bioenergy products.
2. Ensuring environmental stewardship and sustainability.
3. Creating a food supply that is safe, secure, healthy, affordable and of high quality.
4. Improving human health and well-being for individuals, families and communities.
5. Preparing students and stakeholders for leadership and success in the global workforce.



5 Themes that Drive Us Toward 7 Opportunities in NC...

North Carolina Agriculture's Growth Opportunities

1. Plant Sciences

- Yield, Pest Resistance, New Crops, Water Management, Drought Tolerance

2. Food Manufacturing

- New manufacturing opportunities using North Carolina grown products

3. Improved Food, Nutrition and Food Safety

- Food Processing/Handling, Improved Nutrition

4. Farm of the Future

- Precision Agriculture, Analytics, Farming Equipment



5 Themes that Drive Us Toward 7 Opportunities in NC...

North Carolina Agriculture's Growth Opportunities

5. Animal Agriculture

- Alternative grains/feeds, Increasing feed efficiencies

6. Local, Niche Food Markets

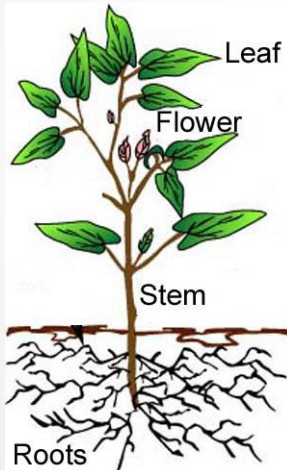
- Increasing farm profitability by connecting farmers to consumers

7. Preparing the Next Generation of Agriculturalists

- Subject Matter Expertise,
Leadership Development



Plant Sciences – The First Example!



What this makes sense to do...

- Builds on one of core strengths of CALS and NC
- Forms a competitive niche
- Brings together many disciplines
- Benefits by partnership with external stakeholders
- Provides a better student experience
- Helps to solve grand global challenges



Overall concept....

- Create a framework for interdisciplinary work
- Mechanism for academia, industry, and government to work together
- Provide world class, state-of-the-art facilities

WHAT'S SLOWING US DOWN?

1. Loss of Research, Extension and Teaching Faculty/Staff Positions.
 - Campus, Research Stations and County-Based
 - Due to retirements and budget reductions
2. Need for Competitive Salaries with National Peer Institutions.
 - Other Institutions are Stealing our Talent Pool
3. Aging Research and Teaching Facilities.
 - Many are 30-40 years old
4. Rising Admission Requirements for Freshman Students.
 - CALS programs are being established to address challenges for students



Examples: Slow to Fast

- *Slowing down*

- Loss of \$14 million (Extension) in 4 years has resulted in a decrease of 67 faculty & 90 county positions.
 - Lost positions = **Lost Knowledge Creation and Application**

- *Speeding up*

- \$1 = \$19.99
 - \$1 invest in Research and Extension in North Carolina = **\$19.90 in economic benefits to the state**



What Will Make Agriculture Strong in the Future?

1. Smart investments in agriculture and life science Research, Extension and Teaching.
2. Good Public Policy that supports a growing agricultural economy from the farmer to the consumer.
3. Facilitating the growth of Private Sector Investments in agriculturally related areas.
4. Increased Public Awareness of the economic impact that agriculture has in the state.
5. Growth of a new generation of Agricultural Leaders.

Next Steps?

1. We invite you to visit our campus, facilities, faculty and students.
2. We encourage you to call on us whenever we can provide technical assistance, answer questions or partner with you in your efforts to strengthen agriculture.
3. We offer to provide additional presentations and counsel to assist you in your work.

We need to get the word out better



AG Day at Carter Finley (Sep. 6, 2014)

NC STATE UNIVERSITY



North Carolina
Biotechnology Center

Stewards of the Future Forum (Nov. 18-19, 2014)

A large, dense crowd of young people, likely students, are shown from the chest up. They are all wearing red clothing, possibly school spirit wear. Many of them have their hands raised in the air, some with fingers spread, suggesting they are cheering or participating in a group activity. The background is filled with more people, creating a sense of a large gathering. The lighting is bright, indicating it might be daytime outdoors.

Questions?